



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 569909 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u> 11637
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/22/12	10/28/12	M-F 5a-530a	5a-530a		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$175.00			
N 2	13	10/22/12	10/28/12	M-F 530a-6a	530a-6a		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$175.00			
N 3	13	10/22/12	10/28/12	M-F 6a-7a	6a-7a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$375.00			
N 4	13	10/22/12	10/28/12	M-F 7a-8a	7a-8a		:30			NM	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11121--				6	\$375.00			
N 5	13	10/22/12	10/28/12	M-F 8a-9a	8a-9a		:30			NM	7	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	12112--				7	\$375.00			
N 6	13	10/22/12	10/28/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$325.00			
N 7	13	10/22/12	10/28/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$325.00			
N 8	13	10/22/12	10/28/12	M-F 9a-10a	9a-10a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$150.00			
N 9	13	10/22/12	10/28/12	M-F 10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$150.00			
N 10	13	10/22/12	10/28/12	M-F 11a-12p	11a-12p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$175.00			
N 11	13	10/22/12	10/28/12	M-F 3p-4p	3p-4p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	13	10/22/12	10/28/12	M-F 4p-5p	4p-5p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	11111--				5	\$200.00			
N 13	13	10/22/12	10/28/12	M-F 5p-530p	5p-530p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	11111--				5	\$300.00			
N 14	13	10/22/12	10/28/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	11111--				5	\$400.00			
N 15	13	10/22/12	10/28/12	M-F 630p-7p	630p-7p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-T-----				1	\$450.00			
N 16	13	10/22/12	10/28/12	FOX Prime Friday 7-8p	7p-8p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	----F--				1	\$900.00			
N 17	13	10/22/12	10/28/12	M-F 9p-1005p	9p-1005p		:30			NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	21121--				7	\$1,500.00			
N 18	13	10/22/12	10/28/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-----S-				1	\$800.00			
N 19	13	10/22/12	10/28/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$1,500.00			
N 20	13	10/22/12	10/28/12	M-F 1005p-1035p	1005p-1035p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-T-----				1	\$400.00			
N 21	13	10/22/12	10/28/12	M-F 12p-1230p	12p-1230p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	----F--				1	\$125.00			
Totals											66	\$29,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	66	\$29,800.00	\$25,330.00
Totals	66	\$29,800.00	\$25,330.00

Signature: _____ Date: _____

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Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

11637

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

			Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
			Oct	Oct	Oct	Oct	Oct	Oct	Oct	
Program Name	DP	Length	22	23	24	25	26	27	28	
KSTU 5a News	EM	M-F	1	1	1	1	1			5
5:00 AM 5:30 AM		30								
Highly pre-emptible at LUR per KSTU. Move to L2										
KSTU 5:30a News	EM	M-F	1	1	1	1	1			5
5:30 AM 6:00 AM		30								
Highly pre-emptible at LUR per KSTU. Move to L2										
KSTU 6a News	EM	M-F	1	1	1	1	1			5
6:00 AM 7:00 AM		30								
Highly pre-emptible at LUR per KSTU. Move to L2										
KSTU 7a News	EM	M-F	1	1	1	2	1			6
7:00 AM 8:00 AM		30								
Highly pre-emptible at LUR per KSTU. Move to L2										
KSTU 8a News	EM	M-F	1	2	1	1	2			7
8:00 AM 9:00 AM		30								
Highly pre-emptible at LUR per KSTU. Move to L2										
Saturday 7a News	EM	Sa						1		1
7:00 AM 9:00 AM		30								
Highly pre-emptible at LUR per KSTU. Move to L2										
Sunday 7a News	EM	Su							1	1
7:00 AM 9:00 AM		30								
Highly pre-emptible at LUR per KSTU. Move to L2										
Live with Kelly	DT	M-F				1				1
9:00 AM 10:00 AM		30								
Dr. Oz	DT	M-F	1							1
10:00 AM 11:00 AM		30								
KSTU 11a News	DT	M-F			1					1
11:00 AM 12:00 PM		30								
Highly pre-emptible at LUR per KSTU. Move to L2										
KSTU Noon News	DT	M-F					1			1
12:00 PM 12:30 PM		30								
Judge Judy	EF	M-F	1	1	1	1	1			5
3:00 PM 4:00 PM		30								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/21/2012 8:32:27 AM

KSTU-TV

Page 1 of 2

suzanne@mediastراتيجies.com



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				Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct	Oct	Oct	Oct	Oct	Oct	Oct	
Program Name	DP	Length	Gross Rate	22	23	24	25	26	27	28	
Dr. Oz	EF	M-F	\$200.00	1	1	1	1	1			5
4:00 PM 5:00 PM		30	\$1,000.00								
KSTU 5p News	EN	M-F	\$300.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30	\$1,500.00								
KSTU 5:30p News	EN	M-F	\$400.00	1	1	1	1	1			5
5:30 PM 6:00 PM		30	\$2,000.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
Seinfeld	PA	M-F	\$450.00		1						1
6:30 PM 7:00 PM		30	\$450.00								
Touch	PT	F	\$900.00					1			1
7:00 PM 8:00 PM		30	\$900.00								
KSTU 9p News	LN	M-F	\$1,500.00	2	1	1	2	1			7
9:00 PM 10:00 PM		30	\$10,500.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
Saturday 9p News	LN	Sa	\$800.00						1		1
9:00 PM 10:00 PM		30	\$800.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
Sunday 9p News	LN	Su	\$1,500.00							1	1
9:00 PM 10:00 PM		30	\$1,500.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
Seinfeld	LF	M-F	\$400.00		1						1
10:00 PM 10:30 PM		30	\$400.00								
Station Gross Totals				12	13	11	13	13	2	2	66

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 8/21/2012 8:32:27 AM

KSTU-TV

Page 2 of 2